



# ANJUMAN-I-ISLAM'S KALSEKAR TECHNICAL CAMPUS NEW PANVEL

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SCHOOL OF ENGINEERING & TECHNOLOGY  
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# LANGUAGE AS A TOOL OF COMMUNICATION

- ❑ Effective communication possible only through language
- ❑ Language employs word combination to communicate ideas meaningfully
- ❑ By changing word order in a sentence, you can change its meaning and even make it meaningless
- ❑ Language is arbitrary (based on personal whim)
- ❑ No correlation between the objects and its meaning
- ❑ While using language , you reflect your personality and your thoughts

# Characteristics of Language

People use language to give shape their experiences.

Language is:

- ❑ **Artificial:** It is created by people and doesn't exist outside the minds. (E.g. AIDS)
- ❑ **Restricted:** While thinking and translating our thoughts into language, some meaning is lost. No symbol or word can transmit the exact reality.
- ❑ **Abstract:** It represents generalized ideas of things or thoughts. (E.g. dress represents anything from frock to sari)

# Characteristics of Language

- Arbitrary: No direct relationship between a word and the idea or object it represents.
- Creative: Every year innumerable words are added to the dictionary by borrowing. (E.g. Netiquette = net + etiquette, edutainment = education + entertainment)
- Repetitive: E.g. water or hydro
- Recursive: Generate any number of sentences using same grammatical templates.

# Levels of Communication

Human communication takes place at various levels.

- ❑ Extrapersonal: Between human beings and non-human entities. E.g. pet dog comes wagging its tail as soon as you return home.
- ❑ Intrapersonal: Within individual. E.g. while feeling hot you turn on the AC or self motivation or self-determination.
- ❑ Interpersonal: Sharing of information among people.

# Levels of Communication

- Organizational: Communication taking place at different hierarchical levels due to large number of employees.
  - ▣ Internal-operational: Within an organization
  - ▣ External-operational: Outside an organization
  - ▣ Personal: About oneself
- Mass Communication: Transmission of information through journals, books, televisions, newspapers, social media, etc.

# Flow of Communication

- ❑ Information flows in an organization both formally and informally.
- ❑ *Formal Communication: It refers to communication that follows the official hierarchy and is required to do one's job.*
- ❑ Information such as policy or procedural changes, orders, instructions, confidential reports, etc., is classified as formal communication

# Flow of Communication

- Downward Communication: Higher to lower authority
- Upward Communication: Lower to higher authority
- Lateral / Horizontal communication: Among peers group or equivalent employees
- Diagonal or Crosswise communication: Flows in all directions and cuts across functions and levels in an organization.